



STRATEGIC PLAN.

2026-2030.



PURPOSE.

This paper provides Board Members and Key Stakeholders with an overview of Sunshine Coast Sports' refreshed five-year strategic direction.

It highlights priority initiatives, including the “*Play It Forward*” program, and outlines opportunities for stakeholder and funding partner engagement to support the continued growth and sustainability of community sport across the Sunshine Coast.



MISSION.



Sunshine Coast Sports exists to advocate for and empower grassroots sporting excellence through community, connection and celebration.



VISION.

Grassroots sport recognises Sunshine Coast Sports as the unifying voice and trusted hub that enables community sport to be valued, connected and thriving.



VALUES.

- ✓ **WE PARTNER FOR IMPACT.**
 - ✓ **WE LOVE COMMUNITY SPORT.**
 - ✓ **WE DO THE RIGHT THING.**
 - ✓ **WE CHAMPION INCLUSION.**
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STRATEGIC FRAMEWORK

The strategy is built around “*Four Integrated Pillars*” designed to strengthen influence, sustainability, participation, and legacy across the Sunshine Coast and Noosa sport ecosystem.

01.

Pillar: 01.

ADVOCACY, INVESTMENT & SUSTAINABILITY.

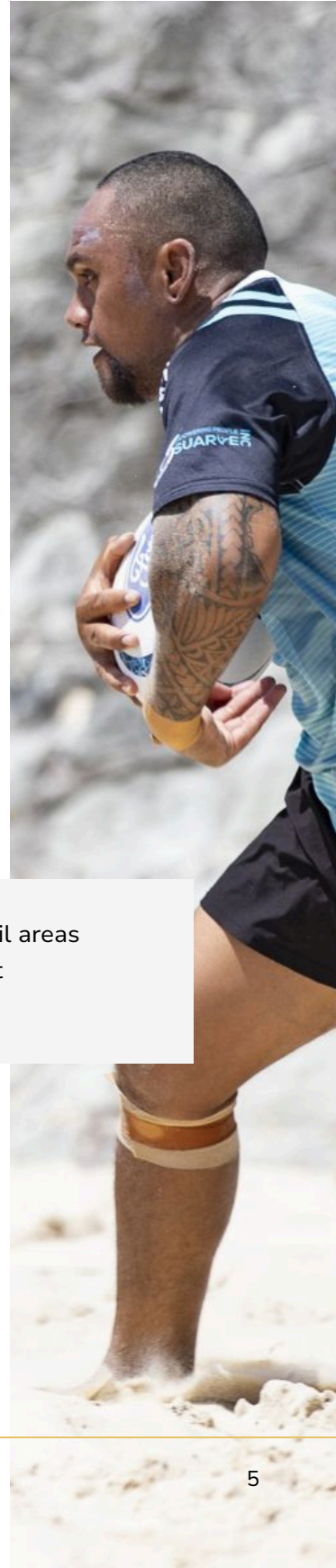
Intent:

Champion grassroots sport to thrive through influence, funding, and long-term viability.

Focus:

- Advocating for community sport across the Sunshine Coast and Noosa Council areas
- Attracting, distributing, and reinvesting resources to support grassroots sport
- Strengthening long-term sustainability of clubs, athletes and pathways

Values: *We do the right thing // We partner for impact.*



02.

Pillar: 02.

CONNECTION & PARTNERSHIP.

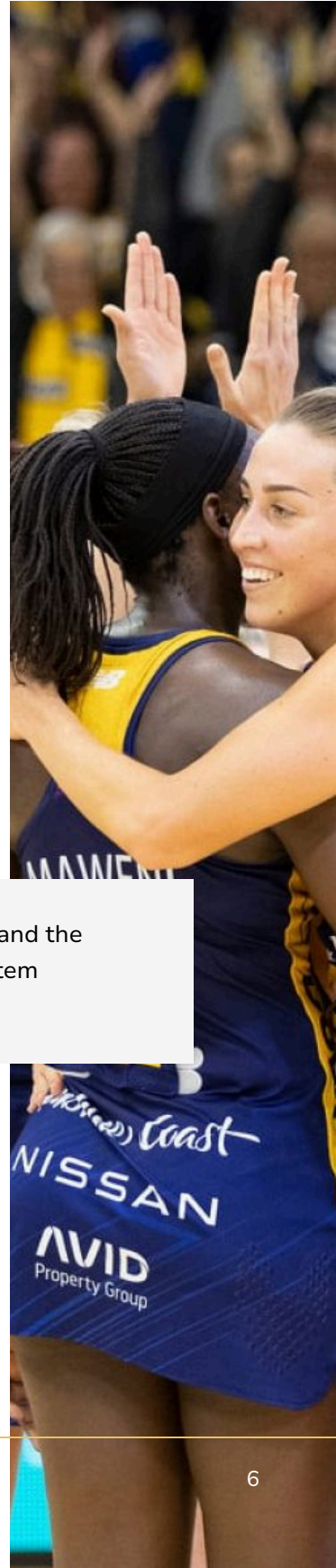
Intent:

Position SCS as the trusted connector across the regional sport ecosystem.

Focus:

- Building meaningful and impactful partnerships with sporting organisations, and the public and private sectors within the Sunshine Coast and Noosa sport ecosystem
- Sharing knowledge, resources, and opportunities for clubs and athletes

Values: *We partner for impact // We love community sport.*



03.

Pillar: 03.

PARTICIPATION, ACCESS & INCLUSION.

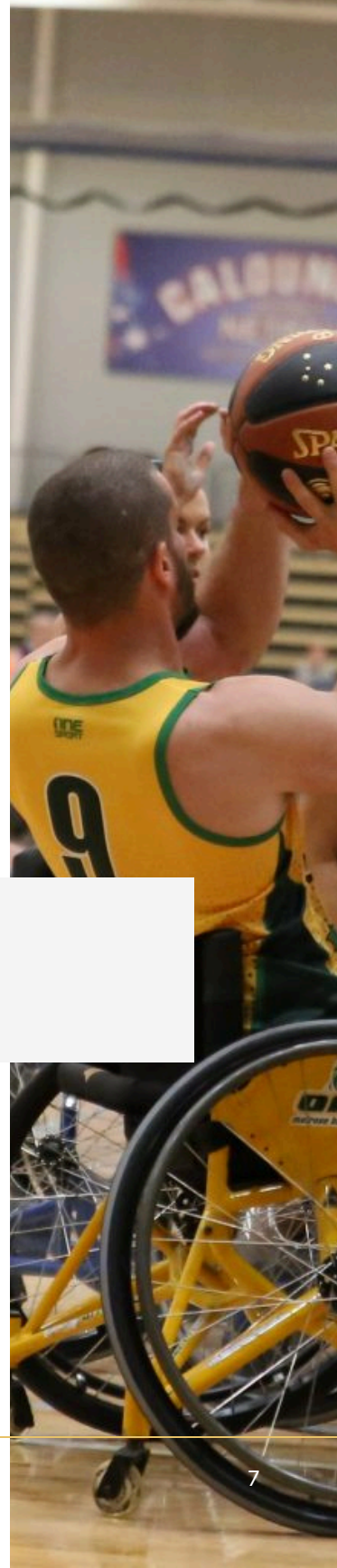
Intent:

Champion sport that is welcoming, accessible, and inclusive for all.

Focus:

- Addressing barriers to participation
- Supporting inclusive programs across gender, ability, culture, and age

Values: *We champion inclusion // We do the right thing.*



04.

Pillar: 04.

RECOGNITION, CELEBRATION & LEGACY.

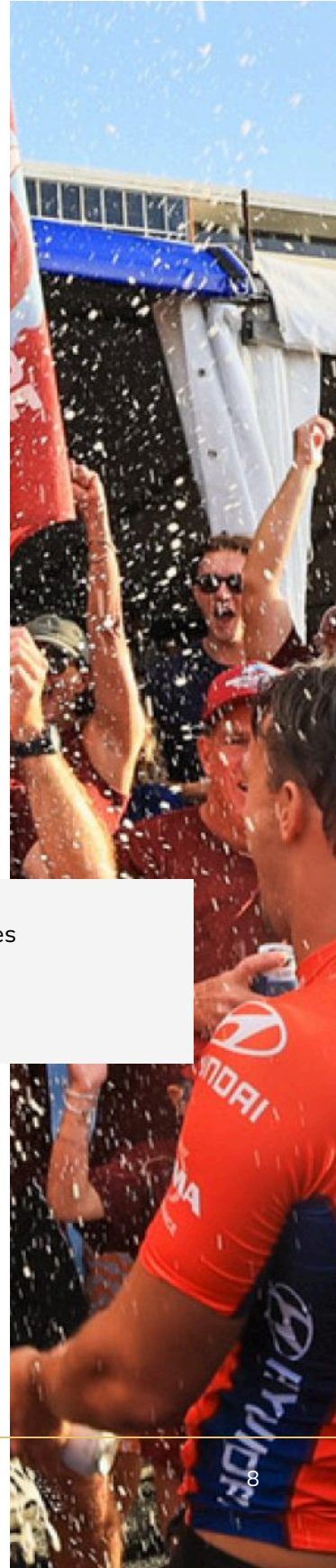
Intent:

Celebrate contribution, achievement, and the enduring value of community sport.

Focus:

- Awards and recognition program which honours volunteers, clubs and athletes
- Storytelling that elevates grassroots sport
- Building pride and a lasting legacy for Sunshine Coast sport

Values: *We love community sport // We partner for impact.*





PLAY IT FORWARD



PLAY IT FORWARD.

The “*Play It Forward*” program is a key strategic initiative designed to address financial and access barriers that prevent individuals and families from participating in community sport.

Support received in 2025 enabled SCS to:

- Assist clubs and participants experiencing financial hardship
- Increase participation opportunities for underrepresented groups
- Strengthen community connection through inclusive sport participation

Demand for the program continues to increase, reflecting broader cost of living pressures and capacity constraints at club level. To ensure the program’s sustainability and growth, SCS is actively seeking additional funding partners.



CONCLUSION.

This strategy positions Sunshine Coast Sports as a credible advocate, trusted connector, and champion of inclusive, sustainable grassroots sport across the region.

Clear board oversight and support will be critical to translating strategic intent into measurable community impact. With the continued support of partners, stakeholder and the sporting community, Sunshine Coast Sports is well positioned to strengthen and celebrate grassroots sport across the Sunshine Coast.



**STRATEGIC
OUTCOMES.**

5 YEAR.

Strategic Outcomes - 5 Year.

1. Advocacy, Investment & Sustainability // James & Frances.

We champion grassroots sport to thrive.

This pillar is about influence, funding, and long-term viability - not connection or participation directly.

Outcome 1.1. Stronger advocacy for community sport.

Deepen relationships with key stakeholders including Sunshine Coast Council and Noosa Council.

Improved awareness of sport priorities to represent club and association needs locally.

Key Activities:

Regular engagement with key stakeholders, clubs and associations.

Represent community sport in regional planning and funding discussions.

Outcome 1.2. Investment flowing into grassroots sport // Jo & Cameron.

Securing funding or in-kind support to deliver on outcomes.

Key Activities:

Expansion of funding partnerships.

Facilitate equitable distribution and reinvestment of resources.

Outcome 1.3. Future sustainability of sport within workforce and governance // Rachel & Sarah.

Building volunteering capacity within the Sunshine Coast and Noosa sporting communities.

Grow SCS awareness within clubs and associations.

Key Activities:

Identify clubs.

Develop and execute plan to support clubs and associations.

2. Connection & Partnership - linked to Outcome 1. // James & Frances.

We create meaningful connections for our community.

Outcome 2.1. A more connected Sunshine Coast and Noosa sport ecosystem.

SCS is recognised as a trusted connector across sport.

Our collaboration is actively sought and our involvement is valued.

Key Activities:

Requests to collaborate are received/sent.

Convene activities and events.

Broker relationships between clubs, councils, sponsors and stakeholders.

Outcome 2.2. Marketing communications plan to share knowledge and opportunities // Sarah & David.

Information shared by SCS is timely, relevant and trusted.

Engagement with SCS communications and information channels.

Key Activities:

Share funding, training and development opportunities.

Maintain information and resource channels.

Promote collaboration and knowledge exchange.

3. Participation & Inclusion // Rachel & Sarah.

We champion sport that is welcoming and inclusive for all.

Outcome 3.1. Addressing barriers to participation through education.

Build awareness of available resources.

Expand inclusion knowledge within community sporting organisations.

Key Activities:

Advocate for inclusive facilities, policies, and practices.

Partner with inclusion-focused organisations.

Support programs targeting inclusion and access.

Promote inclusive participation opportunities.

Embed inclusion principles across SCS activities.

4. Recognition, Celebration & Legacy // Scott.

We celebrate contribution, achievement, and the power of community sport.

Outcome 4.1. Grassroots contribution is valued and visible.

Number of award nominations and participants annually.

Understanding stakeholder perception of fairness and value.

Community awareness of SCS annual sports awards.

Attendance and engagement at celebration events.

Key Activities:

Deliver annual awards and recognition program.

Showcase local sporting excellence.

Outcome 4.2. Pride and identity in Sunshine Coast sport are strengthened.

Media and storytelling reach and engagement.

SCS storytelling contributes to a positive and lasting sport narrative.

Recognising our (SCS) past (linked to MARCOMS).

Key Activities:

Tell and amplify grassroots sport stories.

Partner with media and community platforms.

Research project into the history of Sunshine Coast Sport.

